



The New Color of Money: Safer. Smarter. More Secure.



Order Form

Educational materials about the redesigned U.S. currency are available for training, education and consumer information purposes in reasonable quantities at no charge.
Unless specified, materials are in English.

To order materials, please complete all of the information below and mail or fax your order form to:
BEP Currency Information Office, 1029 North Royal Street, Suite 400, Alexandria, VA 22314; Fax (800) 773-8526

Brochure *(Includes 50 brochures per package. Please indicate the number of packages requested for each language below.)*

____ English ____ Simple Chinese ____ Korean ____ French-Canadian
____ Spanish ____ Complex Chinese ____ Vietnamese

Poster *(Please indicate the number of copies requested for each language below.)*

____ English ____ Simple Chinese ____ Korean ____ French-Canadian
____ Spanish ____ Complex Chinese ____ Vietnamese

Training CD-ROM ____ *(Please indicate the number requested.)*
For cash handlers, law enforcement, financial institutions

Training Video ____ *(Please indicate the number of VHS tapes requested.)*
For cash handlers, law enforcement, financial institutions

Camera-Ready Art ____ *(Please indicate the number requested.)*
Includes varied informational materials that can be duplicated and distributed including a newsletter article, envelope stuffers, a fact sheet and other materials

Small Business Kit ____ *(Please indicate the number requested.)*
Includes brochure, poster and camera-ready art

Take-One Cards With Holder ____ *(Includes 250 cards and 1 holder per package. Please indicate the number of packages requested.)*

Take-One Card Refills ____ *(Includes 250 cards per package. Please indicate the number of packages requested.)*

Tent Cards ____ *(Please indicate the number of copies requested.)*

Shipping
Information

Please print clearly

Name	Business/Organization		
Street Address (Deliveries cannot be made to P.O. Box)			
City	State/Zip	Country	
Phone	E-Mail		

Questions or Comments? Visit www.moneyfactory.com/newmoney, or call (877) 639-2877.

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Sample Letter for Store/Branch Managers
LETTER.TXT

Sample letter to store/branch managers for use with your company letterhead.

Fact Sheet

FACTSHEET.TIF

Actual size: 8.5”x11”

Newsletter

ARTICLE.TXT

SECURITY_FEATURES.TIF

The New Color of Money: Safer. Smarter. More Secure.

The United States government is issuing currency with new designs and security features beginning with the \$20 note in late 2003.

The redesigned currency is safer, smarter and more secure: **Safer** because it is harder to fake and easier to check; **Smarter** to stay ahead of tech-savvy counterfeiters; and **More Secure** to protect the integrity of U.S. currency.

The most noticeable difference in the new design is the subtle introduction of background colors, which adds complexity to the note, making it more burdensome for potential counterfeiters.

The issuance of the new \$20 note will be followed by a new \$50 note in 2004 and a new \$100 note in 2005. Decisions on new designs for the \$5 and \$10 notes are still under consideration, but a redesign of the \$2 and \$1 notes is not planned.



Security Thread
Hold the bill up to the light and look for the security thread, or plastic strip, that is embedded in the paper and runs vertically up one side of the note. If you look closely, the words "USA TWENTY" and a small flag are visible along the thread from both sides of the note. This thread glows green when held under an ultraviolet light.



Watermark
Hold the bill up to the light and look for the watermark, or faint image, similar to the large portrait of President Andrew Jackson. The watermark is part of the paper itself and it can be seen from both sides of the note.

Color-Shifting Ink
Look at the number "20" in the lower right corner on the face of the note. When you tilt the note up and down the color-shifting ink changes color from copper to green.

NEW FEATURES



Color
The most noticeable difference in the newly designed note is the addition of subtle background colors of green and peach added to both sides of the note. The words "TWENTY USA" have also been printed in blue in the background to the right of the portrait. Small yellow 20s have been printed in the background on the back of the note.



Symbols of Freedom
Two new "symbols of freedom" — American eagles — have been designed on the front of the note. The large blue eagle in the background to the left of President Andrew Jackson's portrait is representative of those drawn and sculpted during his time period. The smaller metallic green eagle to the lower right of the portrait is a more contemporary engraving. The symbols of freedom will differ for each denomination.



Portrait and Vignette
The oval borders and fine lines surrounding the portrait of President Andrew Jackson on the front, and the White House vignette on the back, have been removed. The portrait has been moved up and shoulders have been extended into the border. Additional engraving details have been added to the vignette background.

A Smooth Transition

While the look of the currency will undergo subtle changes, **all** notes — new or old — will be honored at their full face value. There will be no recall or devaluation of any U.S. notes. The United States has never devalued its currency and will not do so now. As the new currency is phased in, old notes will be retired by the Federal Reserve System when they are returned through the banking system. This means there is no time limit or requirement for exchanging a previous series for a new series.

If You Suspect a Counterfeit Bill...

Cash Handlers:

- **Keep** the bill from the passer.
- **Delay** the passer by some excuse, if possible, without putting yourself in danger.
- **Contact** the police.
- **Observe** the passer's description and that of any companion or vehicle used.
- **Handle** the bill as little as possible, to preserve fingerprint evidence.
- **Write** your initials and the date on an unprinted edge on the front of the bill, place it in an envelope, and surrender it only to the police or the U.S. Secret Service.

For more information about new currency designs visit www.moneyfactory.com/newmoney

Introducing...The New Color of Money: Safer. Smarter. More Secure.

When you see an unusual flash of color later this year on the \$20 bills you receive at your neighborhood store or ATM, be advised — it is not "play money," and your eyes are probably not deceiving you. The U.S. government is rolling out new designs for our currency, beginning with the \$20 note, which is expected to be issued in fall 2003.

The Need for Redesigned Currency

The Federal Reserve System and the Department of the Treasury are committed to protecting the integrity of U.S. currency — and your hard-earned money — against counterfeiters. While their efforts have been successful (current estimates of counterfeit notes in circulation worldwide are 1 to 2 in every 10,000 genuine notes), advances in technology are making digital counterfeiting easier and cheaper. In 1995, less than 1 percent of counterfeit notes detected in the U.S. were digitally produced, but by 2002, that number had grown to nearly 40 percent.

To stay ahead of counterfeiters, enhancement of the designs of our money has become an ongoing process, with new designs to be introduced every 7-10 years.

About the New Color of Money

Last redesigned in 1998, the redesigned \$20 note will be the first of this series to be issued, in late 2003. The new design will make it more burdensome for counterfeiters to produce phony bills and will be safer, smarter and more secure:

Safer because they're harder to fake and easier to check.
Smarter to stay ahead of tech-savvy counterfeiters.
More Secure to protect the integrity of U.S. currency.

Older-design \$20 notes will gradually be replaced by new-design notes, although both will continue to be legal currency at full face value. New designs for the \$50 note will follow in 2004 and the \$100 notes in 2005. A redesign of the \$5 and \$10 bills is still under consideration, but a redesign of the \$2 and \$1 notes is not planned.

What's New — or Not

The most noticeable difference in the notes is the subtle green, peach and blue colors featured in the background. The new \$20 note will mark the first use of background color in U.S. currency since the 1905 series \$20 Gold Certificate, which was tinted gold. Different colors will be used for different denominations, which will help everyone — particularly those who are visually impaired — to tell denominations apart.

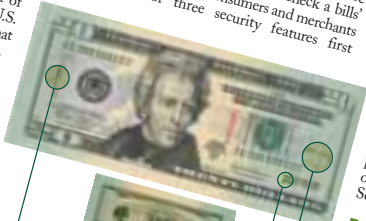
The redesign also features symbols of

freedom — a large blue eagle in the background and a smaller metallic green eagle and shield to the right of the portrait. Also, small yellow 20s are printed on the back of the \$20 note.

Despite these changes, the world will still recognize the new U.S. currency as quintessentially American, as many of the size, texture, predominant green color and slightly enhanced portraits and historical images.

Security Features

While color makes counterfeiting more difficult, it should not be used to check a bill's authenticity. Instead, consumers and merchants can look for three security features first



Security Thread
Hold the bill up to the light and look for the security thread, or plastic strip, that is embedded in the paper and runs vertically up one side of the note. If you look closely, the words "USA TWENTY" and a small flag are visible along the thread from both sides of the note.

Color-Shifting Ink
Look at the number "20" in the lower right corner on the face of the note. When you tilt the note up and down the color-shifting ink changes color from copper to green.

Watermark
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Preparing for Change

Trust and acceptance of the dollar domestically and internationally are vital to the security and stability of the world's monetary system. To ensure that people are aware of the new currency and to help them recognize and use the enhanced security features, the Federal Reserve System and the U.S. Treasury are undertaking a broad public education campaign.

The U.S. government has been working with the cash-equipment industry so that ATM and vending machine manufacturers can make their equipment compatible with the new currency by the time it enters circulation. The government also is providing cash-handling industries with information and materials to train employees and educate customers about the new currency. An extensive public outreach campaign is also planned through the news media, Internet, and print and broadcast paid media.

Our Role

Businesses and associations across the country are joining forces with the U.S. Treasury and Federal Reserve System to help educate the public about the new currency designs and how to spot a counterfeit note. We are proud to be helping the U.S. government to increase awareness about the new currency in the industry. For more information, visit the Treasury's Web site at www.moneyfactory.com/newmoney or call toll free 1-877-639-2877.

Suspect a Counterfeit?

If you receive a bill that you believe may be counterfeit or if you question a note that is

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Newly designed currency — with the addition of subtle background colors — will be issued beginning with the \$20 note in late 2003. New designs for the \$50 and \$100 notes will follow in 2004 and 2005. The introduction of new currency designs is part of an ongoing effort by the United States government to stay ahead of currency counterfeiting and to protect the economy and your hard-earned money. The new \$20 design retains three important security features that were first introduced in the 1990s and are easy for consumers and merchants alike to check: **watermark, color-shifting ink and security thread.**

For more information about new currency designs visit www.moneyfactory.com/newmoney



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Envelope Stuffer

STUFFER.TIF

Actual Size: 9.25”x3.875”

New \$20 Notes

FRONT.TIF & BACK.TIF

